

ABSTRACT OF THE DISCLOSURE

A method of generating revenue from the right to display advertising information on, or adjacent to, a public right-of-way. The method includes the steps of: providing a support on or adjacent to a public right-of-way including at least one lane for vehicle traffic to move in a first direction and a second lane spaced to a side of the one lane for vehicle traffic to move in a second direction oppositely to the first direction; providing information pertaining to the public right-of-way on the support in a manner that the information is viewable by an occupant of a vehicle in the one lane moving in a first direction and facing generally in the first direction; providing advertising information unrelated to the public right-of-way on a support so that the advertising information is viewable by an occupant of a vehicle moving in the second direction in one of the lanes and facing in the second direction; and charging a fee to an entity to allow the advertising information to be maintained on the support by the entity.